

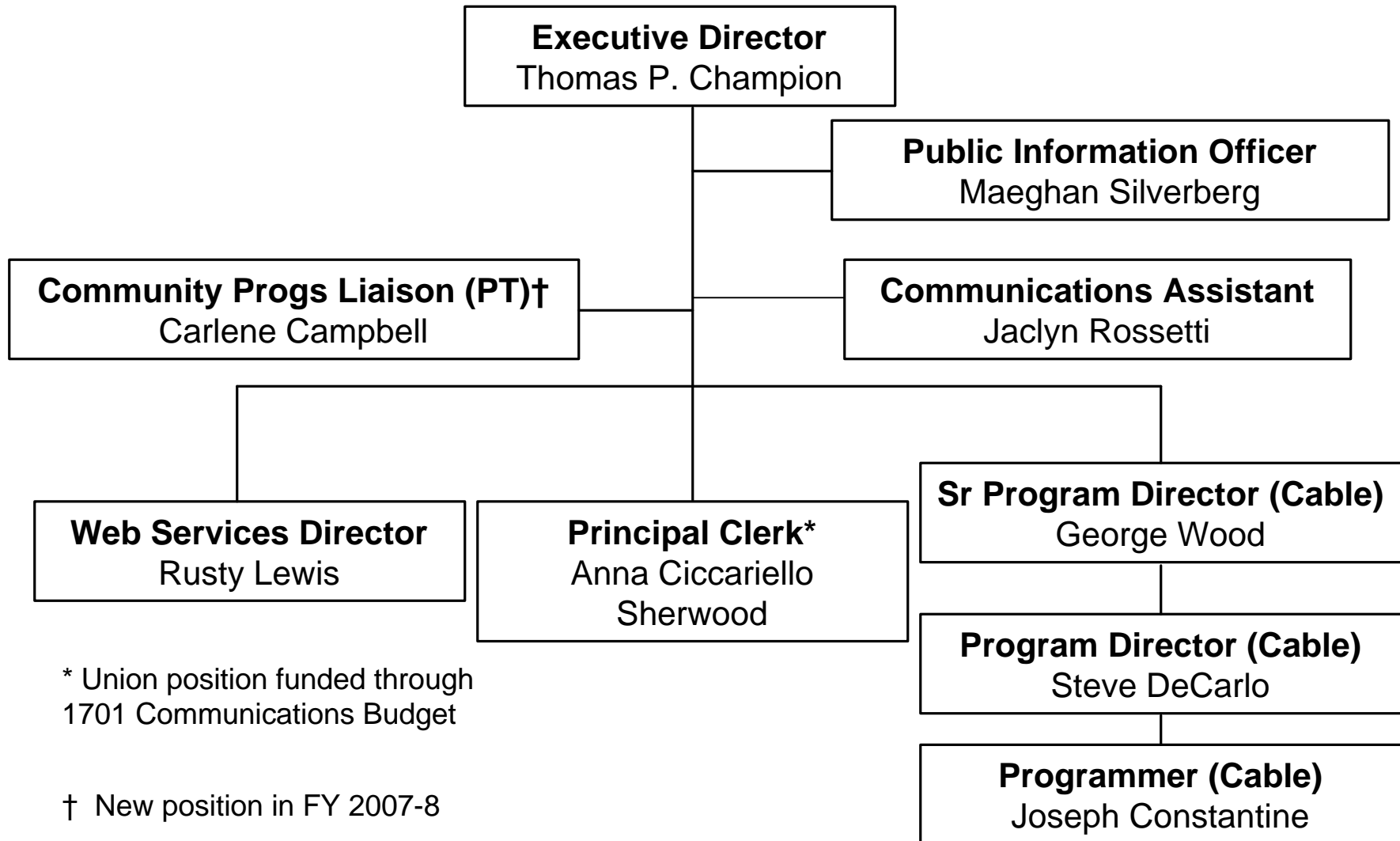
FY08 SOMERVILLE BUDGET HEARINGS

Executive Office of Communications & Cable

Director, Thomas P. Champion



1. Staffing: Organizational Chart



2. Communications – FY07 Accomplishments & Initiatives

1. Deployed new web-based public services (e.g. Water bill payment, street reconstruction updates) and developed interim design of web homepage.
2. Integrated the Connect-CTY mass notification system into general use by a wide range of city departments, including DPW, Police, Fire, Traffic and Parking, Elections, Veteran's Services, and Capital Projects.
3. Inaugurated two new cable TV series (Talking Business, City Tails) with two more in development; produced ½ hour Assembly Square documentary; returned after multi-year layoff to broadcasting Somerville High baseball games (5 this season).
4. Continued to expand volume of communications materials directed to media and general public with additional press releases and thousands of new photos on the Web and released to local media; expanded outreach to foreign-language press.

3. Communications – FY07 Accomplishments & Initiatives

FY07 Board Initiatives

1. Provided notification to local Aldermen and SC Members for all Connect-CTY calls.
2. Developed Connect-CTY sign-up protocols for resident advisory (ResiStat) meetings.
3. Producing environmental programming for broadcast and distribution.
4. Executed comprehensive public communication plan for revised Trash Ordinance.

4. Communications – FY07 Accomplishments & Initiatives

Improved the layout and usability of the City's website.

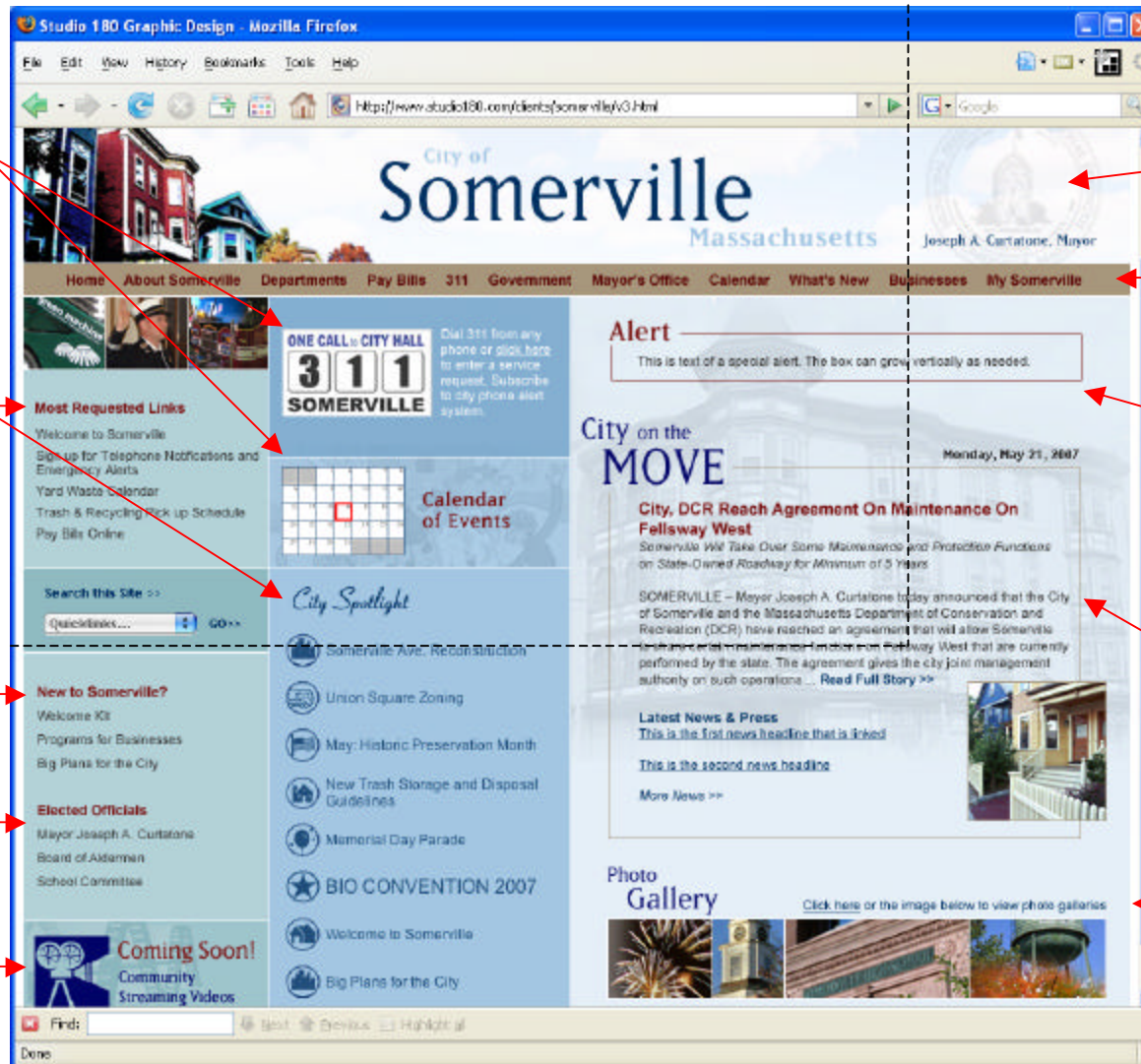
311 and Calendar moved to middle column – more central location.

Reorganization of Information:
'Most Requested Links' (MRL) consist of static constituent services related links and 'City Spotlight' feature projects and new initiatives. All redundancies of links were consolidated.

'New to Somerville' is new container for Welcome Kit links

'Elected Officials' is new container of links

New icon for videos



Shaved a few pixels down to make **header shorter** and bring up content higher on page

Navigation was re-organized and goes all the way across site. New text color as well.

New and more prominent location for **'Alerts'**
Box collapses when not in use.

'City on the Move' reformatted to feature more teaser text and 'Latest News and Press' is no longer a distracting ticker.

'Photo Gallery' is a new feature to the home page, linking to the photo galleries departments

----- Indicates limited view on some monitors

5. Communications – FY08 Goals

1. Complete Website Redesign/Elimination of Outsourced Web Management
2. Assist in communications outreach for Somerville Avenue reconstruction project
3. With input from Commission on Energy Use and Climate Change, develop new environmental video programming (tips for reducing carbon footprint, saving money through conservation) for city cable, distribution by DVD to newly arrived residents (via 311 “Welcome Kit” program) and sharing with other communities
4. Collaborate with IT to develop and implement citywide Wi-Fi service
5. Renegotiate RCN cable franchise

6. ACE Service Project

ACE Service Project: Accurate, Courteous, Easy Service from your City government.

“The mission of this project is to respond accurately and efficiently to constituent needs, while treating each customer with courtesy and respect, and constantly improving the ease of doing business with city government.” ~Mayor Joseph Curtatone, 2007 Midterm Address

Communications strives to meet the ACE goals by:

FY07: Expanding web-based services, deploying Connect CTY, building foreign-language media relationships, Talking Business, City Tails

FY08: Revamped Website, New cable programming, including environmental show and “Keys to the City”

